

Ref.No. SUK/BOS/ 654

Date: 02 /09/2023

To,

The Principals,

All Concerned Affiliated Colleges / Institutions.

Shivaji University, Kolhapur.

**Subject : Regarding syllabi of Master of Journalism Part - I & M.A. Yogashastra Part - I
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 - I & M.A. Yogashastra Part - I under the Faculty of Inter-Disciplinary Studies. as per National Education Policy 2020.(NEP)


This syllabi shall be implemented from the academic year 2023-2024 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 2023 & March/April 2024. 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.



A ++ Grade with CGPA 3.52 accredited by NAAC

**Revised Syllabus For
Master of Journalism [MJ] Faculty of IDS
M. J. Part - I (Sem I and II)**

**(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)**

Revised Syllabus For
Master of Journalism [MJ] Faculty of IDS
M. J. Part - I (Sem I and II)
(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])

1. Course Title: Master of Journalism (MJ)

2. Faculty: Interdisciplinary Studies

Preamble:

The course aims to provide in-depth knowledge and specialization in the field of Mass Media, and it allows students to pursue M. Phil and PhD in the field of Journalism and Mass Communication after completing the MJ course. Additionally, the course aims to enhance students' research skills, enabling them to conduct their research projects. It also emphasizes the importance of research-based content writing, which can lead to career opportunities in the media industry.

Introduction:

The Master's Course in Journalism (MJ) is a two-year program offered in four semesters, following NEP 2020 pattern, catering to students in the field of Journalism/Mass Communication. The course is open to students who have completed their Bachelor's Degree in any discipline, including B.A Journalism, B.J, PG Diploma in Journalism and Mass Communication, B.A in Multimedia, and equivalent degrees. Admissions are based on an entrance test. Furthermore, in accordance with the National Education Policy (NEP) 2020, students who have successfully completed a PG Diploma in Journalism and Mass Communication can seek admission directly to the second year of the Master of Journalism (MJ) program. They will be eligible to obtain a postgraduate degree in Master of Journalism.

The MJ course was initially introduced in the university during the academic year 1994-95. Since then, the syllabus has undergone revisions in 2019 and 2022. Considering the rapid advancements in media technology and the influence of the National Education Policy (NEP) 2020, the course has been redesigned to align with the evolving landscape of Journalism and Mass communication.

Objectives of the course:

- a) To provide students with theoretical knowledge and insights into the latest trends in the field of Journalism and Mass Communication.
- b) To enhance students' research skills through engaging in research-based and other activities within the department
- c) To offer practical exposure of the media industry

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 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 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 Master of Journalism [MJ] 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. The students who have successfully completed a one-year PG Diploma in Journalism and Mass Communication can be admitted directly to the second year of the Master of Journalism program, without the need for a Common Entrance Test.
- c. 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.
- d. 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.

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

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

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

h. 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

Shivaji University, Kolhapur

Master of Journalism [MJ]: 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 questions 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]

Shivaji University, Kolhapur
Master of Journalism[MJ]
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 to History of Journalism	4	4	80	32	3	20	8
		MM-II Media Reporting and Editing	4	4	80	32	3	20	8
		MM-III- Theories of Mass Communication	4	4	80	32	3	20 Min Marks- 8	
		MM-IV-Basics of 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- Introduction to Media Management	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 to History of Journalism	One Seminar with PPT on New Trends on Indian Journalism	20	8
	MM-II Media Reporting and Editing	Students shall individually produce lab journals offline/online in English, Marathi, or Hindi.	20	8
	MM-III- Theories of Mass Communication	Seminar with PPT presentation	20	8
	MM-IV Basics of Broadcast Media	Students will create one radio program and one TV program	10	4
	MM- V Media Research Methodology	One research paper presentation with PPT on empirical data.	20	8
Major Elective	MME- Introduction to Media Management	Field Visit report	20	8

MM-I Introduction to History of Journalism

Course Outcomes:

- 1.Students will understand the role of Journalism in society.
- 2.Students will study the evolution of Journalism.
- 3.They will analyze the contributions of noteworthy journalists and media organizations in the Indian context.

Unit- I

The invention of the Printing Press, Evolution of Journalism, Father of Modern Printing Press- Johannes Gutenberg, Emergence of Modern Newspapers, Definition, Functions and role of Journalism, Journalism in Democratic Society

Unit-II

Emergence of Newspapers in India, Role in the Freedom Struggle, Growth of Vernacular Press and Regional Journalism, Pioneers of Indian Journalism, Women Pioneers in Indian Journalism, Women's Magazine, Post-independence Developments in Indian Journalism: Print, Radio, and Television Journalism, Emergency and Press

Unit-III

Emergence of Digital and Online Journalism Platforms. Types of Journalism: Investigative Journalism, Business Journalism, Environmental Journalism: Online Journalism, Citizen Journalism, social media and Mobile Journalism, Data Journalism

Unit-IV

Press Commission, Press Council of India, RNI, INS, IFWJ, NUJ, ABC, IIMC, Prasar Bharati, Media Units of Ministry of Information and Broadcasting.

Unit -III**MM-II Media Reporting and Editing****Course Outcomes:**

- 1. Students will acquire knowledge of media reporting and editing**
- 2. They will explore narrative structures of media reporting**
- 3. Students will gain writing and editing skills for multimedia content.**

Unit I

Newspaper organization, Definition of News, Elements of News, News Sources, News Structure, Intro/lead types, headlines, Covering Beats and Specialized Reporting Areas. Reporters and News Editors, Fact-Checking and Accuracy in Editing, Digital Tools for News Editing and Content Management Systems, Transitioning Print Content to Digital Formats. Layout and Design in Print Journalism

Unit-II

Structure and Components of Radio News Programs. Radio News Production: Writing and Structuring Radio News, Voice and Delivery, Radio Broadcast Equipment, Recording and Editing Audio for Radio News Reports. Radio News Reporting, Role of Radio Reporters in the Newsroom, News Gathering and Story Selection, Live Reporting for Radio

Unit III

Differences between Print and Television Reporting, Visual storytelling, News Programs, Anchors and Reporters, Types of Television News: Breaking News, Weather and Traffic Reports, Sports News, Special Reports and Investigative Journalism, Panel Discussions and Talk Shows, Documentaries, Live Interviews, Editing Techniques for Television News

Unit IV

Digital News Reporting, Breaking News, Trending News, Live Blogging, Video Reporting, Podcasts, Interactive Graphics and Data Visualizations, Social Media Reporting, Mobile Journalism (Mojo), AI-Generated Journalism, Social Media Reporting, Online Journalism and Multimedia Reporting, Digital Newspaper and News Reporting,

MM-III Theories of Mass Communication

Course Outcomes:

- 1. Students will study Mass Communication theories and models**
- 2. Students will learn how to critically analyze and evaluate media content**
- 3. Students will gain an understanding of the effects of media on society.**

Unit I

Introduction to Human Communication, Human Communication and AI, Emergence of Communication Discipline, Definition and Functions of Communication, Communication Process, Types of Communication- Verbal and Non-verbal Communication

Unit-II

Definition and Characteristics of Mass Communication, Media of Mass Communication, Development of Mass Communication, Four Theories of the Press and other theories of Press and Media

Unit III

Communication Models: Aristotle's Communication Model, Lasswell's Communication Model, Berlo's SMCR Model, Shannon-Weaver Mathematical Model, Westley and MacLean's Conceptual Model, Newcomb's Model of Communication, Gerbner's Model of Communication, Schramm's Interactive Model, Dance's Helical Spiral Model of Communication

Unit IV

Critical Theories, Magic Bullet Theory, Two-Step Flow Theory and Multi-Step Flow Theory, Uses and Gratification Theory, Cultivation Theory, Media Consumption, Diffusion of Innovations, Post-Cold War Models and Globalization, Globalization and Media and Indian Communication Theory

MM-IV Basics of Broadcast Media

Course Outcomes:

- 1. Students will develop understanding of the broadcast media industry**
- 2. Students will acquire fundamental technical skills for broadcast media production**
- 3. They will understand regulations related to Broadcast media**

Unit-I

The invention of radio and wireless telegraphy was propelled by visionaries such as James Clerk Maxwell, Heinrich Hertz, Guglielmo Marconi, Lee de Forest, Reginald Fessenden, Charles "Doc" Herrold, and Nikola Tesla. BBC and the Beginning of Radio Broadcasting, History and Development of Radio Broadcasting in India

Unit-II

Types of Radio Broadcasting: Public and Commercial Broadcasting, Internet Radio and Podcasting, Mobile Apps and Streaming Platforms, Virtual Reality (VR) and Augmented Reality (AR). Types of Radio Programs: News and Current Affairs, Sports, Agricultural Programs, Women and Children's Programs, Health and Science, and Other Radio Programs. Radio Broadcasting Equipment, Recording, Editing.

Unit-III

Growth of Television Broadcasting: Live Television, Cable and Satellite Television, Digital Broadcasting, Internet, and Streaming, Types of Television Systems and Displays, Television Production Process: Pre-production, Production, and Post-Production Phases, AI in Television Broadcasting

Unit-IV

News and Non-News Television Channels, Scriptwriting for Television, Content and Themes of Television Programs, Cameras and Cinematography, Future Trends in Television Broadcasting, Television broadcasting in India: Doordarshan and Leading Private Television Networks, Cable, Satellite and Digital Broadcasting in India, Prominent Indian Television Production Houses

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 and managing data relevant to media research.**
- 3. Students will also explore the importance of disseminating research in the context of media industry and policymaking.**

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, Pioneers in Communication Research, Influence of Political and Social Events on 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: Analysis of Propaganda Techniques, War and Propaganda, Public Opinions, 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, Impact of Online Platforms, Globalization and Cross-Culture and New Trends in Mass Media Research

Unit-IV

Print Media Research, Consumption Habits, Media Ethics, Local Issues, Print Media's Adaptation to Digital Age, Research on Radio and Television: Impact of Radio and Television on Audiences, Audience Engagement, Preferences, and Consumption Habits, Media Representations, Audience Measurement and Analytics, Digital Media Research: Social Network Analysis, Online Surveys and Questionnaires, Case Studies of Digital Platforms, Ethnography of Online Communities, Digital Media Effects Research, Big Data Analysis, Digital Media Mapping Research Techniques

MME- Introduction to Media Management

Course Outcomes:

- 1. Students will gain a comprehensive understanding of the dynamic media landscape**
- 2. Students will explore the evolution of media industries, media convergence**
- 3. Students will learn how to develop effective media strategies that align with organizational goals and target audiences.**

Unit-I

Definition of Management, Functions of Management, Definition of Media Management, Evolution of Media Industry: Print, Broadcast, Digital, social media, Changing Media Landscape, Impact of Digital Technologies on Media Management, Strategies for Audience Engagement and Interactivity, Media Marketing and Branding

Unit-II

Role of Print Media in a Multimedia Environment, Editorial Planning and Content, Print Production Processes and Technology, Print Media Business Models, Digital Integration and Online Presence, Future Trends in Print Media Management

Unit-III

Overview of Television Management, Television Production and Operations, Television Finance and Budgeting, Distribution and Licensing, Television Marketing and Branding, Technological Advances in Television: Virtual reality (VR), augmented reality (AR), and interactive TV, Future of Television Management

Unit-IV

Digital Media Management, Video and Multimedia Production, Types of Digital Media Platforms: Websites, Social Media, Streaming Services, Apps, Key Metrics and Analytics in Digital Media, Ethical and Legal Considerations in Digital Media

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 Global Communication	4	4	80	32	3	20	8
		MM-II Introduction to Mobile Journalism	4	4	80	32	3	20	8
		MM-III- Corporate Public Relations	4	4	80	32	3	20 Min Marks-8	
		MM-IV- Media Laws and Ethics	2	2	40	16	1.5	10	4
	Major Elective	MME- Digital Advertising and Marketing	4	4	80	32	3	20	8
	OJT (On Job Training)	OJT -Media Internship	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.

Practical- Sem-II

	Subject	Practical	Max Marks	Min marks for passing
Major Mandatory	MM-I Global Communication	Conduct Case Study on the Influence of Global Media on Indian Culture	20	8
	MM-II Introduction to Mobile Journalism	Using Live Streaming Features on Social Media Platforms.	20	8
	MM-III- Corporate Public Relations	To Develop a Comprehensive Corporate Public Relations Strategy for a Company	20	8
	MM-IV Media Laws and Ethics	One Case Study on Misleading Information Dissemination	10	4
Major Elective	MME- Digital Advertising and Marketing	Conduct Research on Search Engine Advertising (Google Ads) Or Content Marketing (blogs, videos)	20	8
OJT (On Job Training)	OJT -Media Internship	-	100	40

MM-I Global Communication

Course Outcomes :

1. Students will develop understanding of different cultures
2. Students may gain insights of global Communication
3. Students will be encouraged to think critically about complex global issues and devise effective communication strategies

Unit-I

Origin and Growth of Global Communication, Difference and Similarities in Global and International Communication, UN, Universal Declaration of Human Rights, UNESCO and Communication, International News Flow and Imbalance, MacBride Commission's Report, Democratization of Information Flow.

Unit -II

Satellite Communication ,Historical Background of Satellite Communication,Types of Satellite,Impact of COMSAT on Global Communication, International Telecommunication Union (ITU) Federal Communication Commission (FCC),National Communication Policy Formulation and Significance of National Communication Policies

Unit-III

Issues and Challenges in Global Communication, Violence Against Media Persons, Global Media Ownership, International Intellectual Property Rights, International Media Institutions and Professional Organizations: IPI (International Press Institute), WAN (World Association of Newspapers)

Unit-IV

Cultural Studies ,Critical and Feminist Studies Global Culture vs. Local Culture,Global Communication from Eastern to Western World, Global Media in the Digital Age , New Challenges in Global Communication: Misinformation and Disinformation: Digital Inequality, Privacy and Cybersecurity

MM-II Introduction to Mobile Journalism

Course Outcomes:

- 1. Students will gain a comprehensive understanding of Mobile Journalism**
- 2. Students will learn how to create a variety of multimedia content**
- 3. Students will acquire skills in mobile video editing**

Unit-I

Emergence of Mobile, Mobile Generations,Impact of Mobile on Society and Media, Components and Features of Mobile Devices Multimedia Integration,Mobile Journalism: Definition,Mobile Journalism Tools, The Mojo Workflow, Mobile Reporting, Mobile Reporting Techniques, Mobile Apps, Mobile Journalism Content Creation and Storytelling, Elements of Storytelling, Interviewing with a Smartphone,

Unit-II

Emergence and Evolution of Mobile Journalism in India, Democratization of News Reporting,Empowerment of Citizen Journalists and Grassroots Reporting,Accessibility to Remote Areas and Marginalized Communities. Mobile Reporting During Natural Disasters,Social and Political Impact of Mobile Journalism, Virtual Reality Journalism

Unit-III

Mobile Video Editing Apps, Basic Editing Techniques, Creating Compelling Visuals, Social Media and Story Distribution, Podcasts and Interactive Multimedia. Use of Mobile in Television Journalism: Breaking News Coverage, Live Streaming and its impact on Television, Conducting live interviews, panel discussions, and field reporting

Unit-IV

Mobile Journalism in Digital Platforms , Augmented Reality (AR) and Virtual Reality (VR) Integration Verification, Privacy, and Responsible Content Creation. Mobile Data Privacy,

Future Trends and Challenges in Mobile Journalism and Live Streaming, Impact of AI and Machine Learning on Mobile Capabilities

MM-III- Corporate Public Relations

Course Outcomes:

- 1. Students will understand corporate Public Relations**
- 2. Students will learn techniques to identify various stakeholders of Corporate PR**
- 3. Students will understand the principles of crisis communication**

Unit-I

History and Evolution of Corporate PR: Definition, Importance, and Scope of Corporate Public Relations, Corporate Image and Reputation, Corporate Communication Models: Two-Way Asymmetric Model and Two-Way Symmetric Model, RACE Model, Integrated Communication Model,

Unit-II

Stakeholders in Corporate PR, Internal and External Communication, Employee Relations, Media Relations, Industry Relations: Investor Relations, Community Relations, Global Communications

Unit-III

Corporate Governance, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Branding and Messaging, Corporate Advertising/PR in Brand Building, Financial Markets and Communication, Investor Relations, Crisis Communication Corporate Reputation Management, Defining Crisis, Types of Crises, Phases of Crisis Management, Case Studies

Unit-IV

Corporate Social Responsibility (CSR) and Ethics, Definition and Significance of CSR in Corporate PR, Corporate Social Responsibility (CSR) Theories, Impact of CSR Initiatives on Corporate Reputation, Case Studies in Corporate PR

MM- IV - Media Laws and Ethics

Course Outcomes:

- 1. Students will understand the regulatory framework governing the media.**
- 2. Students will understand the regulations concerning media ownership.**

Unit-I

Freedom of Press, Right to Information, Press and Registration of Books Act of 1867, The Vernacular Press Act of 1878, The Official Secrets Act (1923), The First and second Press Commission, The Press Council Act (1965), Emergency Period (1975-1977), The Advertising Standards Council of India (ASCI)

Unit-II

Defamation and Libel Laws, Copyright and Intellectual Property, Cable Television Networks Regulation Act, 1995, The Prasar Bharati Act, 1990, The Broadcasting Content Complaints Council (BCCC), The National Commission for Women Act, 1990, The Indecent Representation of Women (Prohibition) Act, 1986

Unit-III

The Cinematograph Act, 1952, The Copyright Act, 1957, The Film Certification Appellate Tribunal (FCAT), The National Film Development Corporation (NFDC) Act, 1980, The Cinematograph (Certification) Rules, 1983, The Foreign Contribution (Regulation) Act, 2010

Unit-IV

Information Technology Act, 2000 (IT Act), Privacy and Data Protection, Intermediary Guidelines and Digital Media Ethics Code, Digital Copyright and Intellectual Property Rights, Media Ethics Guidelines by PCI (Press Council of India) The Code of Ethics and Broadcasting Standards, Industry Associations: The Editors Guild of India, The Indian Newspapers Society (INS), Government Guidelines and Policies for Media Regulations

MME- Digital Advertising and Marketing**Course Outcomes:**

- 1. Students will develop the ability to understand digital marketing campaign**
- 2. Students will learn about various digital marketing channels**
- 3. Students will explore consumer behavior in the digital realm**

Unit-I

Introduction to Digital Marketing, Fundamentals of Digital Marketing, Integrated Marketing Communications (IMC) and Promotional Mix, Definition of IMC/Promotional Mix: Advertising, Direct Marketing, Interactive/Internet Marketing, Sales Promotion, Publicity/Public Relations, Personal Selling, Search Engine Marketing (SEM)

Unit-II

Digital Advertising Channels: Search Engine Advertising (SEA) or Pay-Per-Click (PPC), Display Advertising, Mobile Marketing and App Promotion, Social Media Marketing, E-mail Marketing, Affiliate Marketing, Video Advertising, Native Advertising, Influencer Marketing, Interactive Advertising

Unit-III

The role of Ad Agencies in Digital Marketing, Changing Media Landscape, Creative Strategy Planning and Development. Digital Marketing Strategy, Search Engine Optimization (SEO), Fundamentals of SEO and its Role in Digital Marketing.

Unit-IV

Measurement and Analysis of Social Media Strategies, Ethical and Social Considerations in Digital Advertising, Big Data and Analytics in Advertising, Research on Social Media Engagement and Influencer Marketing, Ad Blocking and Ad Avoidance, Consumer Behavior in Digital Context, Measurement and Analytics

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.
