
 <p>Estd. 1962 "A++" Accredited by NAAC(2021) With CGPA 3.52</p>	<p><b>SHIVAJI UNIVERSITY, KOLHAPUR - 416 004, MAHARASHTRA</b> PHONE : EPABX – 2609000, <a href="http://www.unishivaji.ac.in">www.unishivaji.ac.in</a>, <a href="mailto:bos@unishivaji.ac.in">bos@unishivaji.ac.in</a> <b>शिवाजी विद्यापीठ, कोल्हापूर - ४१६ ००४, महाराष्ट्र</b> दूरध्वनी - ईपीएबीएक्स - २६०९०००, अभ्यासमंडळे विभाग दूरध्वनी ०२३१-२६०९०९३/९४</p>	
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SU/BOS/IDS / 51

Date: 28 OCT 2022

To,

The Principals,

All Concerned Affiliated Colleges / Institutions.

Shivaji University, Kolhapur.

**Subject : Regarding syllabi of B.A., M.A., BSW, MSW, BJ, MJ. Part - I & M.A. Mass Communication 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 B.A., M.A., BSW, MSW, BJ, MJ. Part - I & M.A. Mass Communication Part – I. under the Faculty of Inter-Disciplinary Studies. as per National Education Policy 2020.(NEP)

1)	B.A. Social Work Part - I	6)	Bachelor of Social Work. Part - I
2)	B.A. Dress Making and Fashion Coordination. Part - I	7)	Master of Social Work. Part - I
3)	B.A. Journalism Part - I	8)	Bachelor of Journalism (BJ) Part - I
4)	B.A. Music Part - I.	9)	Master of Journalism (MJ) Part - I
5)	M.A. Home Science Part - I	10)	M.A. Mass Communication Part - I

This syllabi shall be implemented from the academic year 2022-2023 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 2022 & March/April 2023. 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,

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



Reaccredited by NAAC with 'A++' Grade with CGPA 3.52

## **Syllabus For Master of Journalism (MJ)**

**(As Per the National Education Policy, 2020)**

**(Faculty: Interdisciplinary Studies)**

### **SEMESTER I -II**

**(Syllabus to be implemented from June, 2022 onward)**

**SHIVAJI UNIVERSITY, KOLHAPUR**  
**Revised Syllabus for**  
**Master of Journalism (MJ) -(Sem-I –Sem IV)**  
**As per National Education Policy 2020**  
**To be implemented from the academic year 2022**

**1.Course Title : Master of Journalism (MJ)**

**2. Faculty :** Interdisciplinary Studies

**3.Year of Implementation:** The revised syllabus will be implemented from the academic year June 2022.

**4. Preamble :** Since Bachelor in Journalism and other aligned degrees are introductory, Master Degree in Journalism focus on in-depth syllabus .The MJ course will provide more details and help the students to select their specialization in the field of Mass Media. After completing MJ course the student can obtain M. Phil and PhD in the field of Journalism and Mass Communication. Besides the course will sharpen the research skills of the students and will help them to take their own research projects. Nowadays media are giving more attention on research based content writing and it can provide career opportunities for the students.

**5. Introduction:** The two years Masters Course in Journalism (MJ) in four semesters with Choice Based Credit System (CBCS) pattern is introduced for the Journalism /Mass Communication students. Students those who have completed their Bachelor Degree in any discipline moreover B.A Journalism ,B J ,B.A in Multimedia and such equivalent degrees can join the course through entrance test.

M.J course was first introduced in the university during the year 1994-95. The syllabus was revised in 2019 and 2022. Now considering NEP 2020 rapidly changing media technology the course has been designed accordingly.

**6. Objectives of the course:**

- a) To provide theoretical knowledge with new trends among the students .
- b) To sharpen research skills by providing research based activities in the department such as media seminars, research journal, survey reports , study tour and dissertation.
- c) To give the practical knowledge of media by visiting prominent media houses and arranging study tours across the country and neighbouring countries if requires.

**7. Duration :** -The Course shall be a full time course.

- The duration of the course shall be **Two** Years of **Four** semesters

**8. Pattern :** The pattern of the exam shall be CBCS -Semester with 80+20 (100 marks) system. Semester with credits and continuous Internal Evaluation shall be in existence simultaneously but that shall be implemented as and when required and proved to be convenient to the Department.

- 9. Fee Structure:**
- The entire fee for the course – As per described at the University website
  - The fee for the reservation candidate shall be as per the University rules and regulations.
  - The Fee structure for the Foreign Students will be according To the University rules and regulations
  - The entire amount of the Fee has to be paid during the admission

**10. Medium of Instruction:** The medium of Instruction shall be English and Marathi .However the students shall have an option to write answer sheets, practical's, reports etc in Marathi and Hindi besides English.

**11 . Eligibility for Admission:** In order to secure admission to first year of two-year full time Master of Journalism course, the candidate should fulfill the following eligibility criteria.

1) The candidate must be qualified with minimum of 50 % marks in aggregate (45% in case of candidates of backward class categories belonging to Maharashtra State only) in any Bachelor's degree, B.A Journalism ,B J ,B.A in Multimedia and other aligned degrees of minimum of three years duration in any discipline recognized by the UGC.

2) Candidate should appear and qualify for the Common Entrance Test with minimum 40 marks (online/offline)

3) The admission will be given on basis of merit list of the common entrance test only.

4) Intake of the Course: 30 Seats.

5) The students who have completed the Bachelor of Journalism from Shivaji University will be admitted to the Second Year of MJ through Common entrance test.

5) Eligibility criteria for the admission of foreign students will be according to the University rules.

**12.** The minimum attendance as per the rules and regulations of Shivaji University is compulsory .The student fails to attend with minimum attendance, his admission stands cancelled by the Departmental committee/HOD considering the reasons .All the practical's are compulsory.

**13.Structure of Course :** The structure of the course shall be **Semester System** in CBCS pattern at Master of Journalism.

**14. Scheme of Teaching and Examination:** This is a full time master degree program. The curriculum of this course is two years divided into four semesters. As per the University rules the examination will be held at the end of each semester.

The Master of Journalism Course shall be Continuous Internal Evaluation (CIE) system with the Semester system. In this system, for every paper, 20 marks are allotted for practical work - and 80 marks for Semester (Theory) examination of three hours duration, which will be held at the end of each term.

**16. Standard of Passing:**

- To pass each paper 40 marks (50 %) for theory and for practical are required. However there will be separate head of passing for all the practical
- The students who have failed in the semester practical's have to complete it in the consecutive semester itself.
- The student who have failed any of their practical's in the two year program has to complete it within 3 years . He/ She have to take fresh admission for the course through the common entrance test if failed in the above practical's. The same rule will apply for the dissertation.
- Writing off of the practical work record – The practical work of the MJ students shall be preserved in the department maximum for 3 years after the examination. However the copy of dissertation will be preserved at the department library.

- e. The practical will be conducted by the concern subject teacher, if the concern teacher is not available it will be the responsibility of HOD to take the decision of the practical assessment.
- f. Each subject will carry practical of 20 marks each
- g. The Dissertation has to be submitted before the commencement of final theory examination. The written copy of the dissertation will be considered after the successful completion of the viva conducted by the internal and external expert and submission of the soft and hard copy of the dissertation. However if the candidate is unable to submit the dissertation he/she can submit the same within three years.
- h. The following will be considered separate head of passing-
  - 1) Semester Theory written examination      2) Practical
- i. The students have to complete their practical during the two years of the course period. However if they fail to complete the same, the practical can be submitted with three years after the examination. If the student fails to complete the theory examination he/she are eligible to re-appear the same as per the rules and regulations of Shivaji University

**17. Syllabus for the Common entrance test:** Syllabus for the Common entrance test: The syllabus for the common entrance test will include 50 multiple choice question based on current affairs, aptitude, attitude test and media happenings. The minimum marks to qualify the CET will be as per the rules of Shivaji University. The merit list based on the marks obtained in the CET will be displayed on university website/department notice board.

**18. Structure of the Syllabus:**

The syllabus is divided into -Core Compulsory papers and discipline specific choice paper for Semester offered in the syllabus.

**SHIVAJI UNIVERSITY, KOLHAPUR**

**Master of Journalism : Semester I / II Examination-----**

**Paper No. -----**  
**Paper Title-----**  
**Day and Date:**

**Duration: 03 Hours**

**Total Marks: 80**

**Instruction: 1) All questions are compulsory.**

**2) All question carry equal marks.**

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

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

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

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

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

**NATIONAL EDUCATION POLICY –NEP (2020)**

**Master of Journalism (MJ)**

**Semester – I**

Course Type & No.	Title of the Course	Examination Marks					Credits	Teaching Hours per week
		Maximum Marks	Minimum Passing Marks	Internal Marks	Minimum Passing Marks	Total Marks		
<b>MJ-CC 1</b>	Theories and Ideologies of Mass Communication	80	40	20	10	100	4	4
<b>MJ-CC 2</b>	Basics of Reporting and Editing	80	40	20	10	100	4	4
<b>CC-Core Compulsory Course (Theory +Practical) [Lectures &amp; Practical - Seminars, Assignments, Internship, Projects etc.]</b>								
<b>MJ- DSE1</b>	Introduction to Radio and Television	80	40	20	10	100	4	4
<b>MJ -DSE 2</b>	Corporate PR	80	40	20	10	100	4	4
<b>DSE - Discipline Specific Elective Course (Theory +Practical) Lectures &amp; practical – Seminars, Assignments, projects, visits etc</b>								
<b>MJ - SEC-1</b>	Media Management	80	40	20	10	100	2	2
<b>SEC- Skill Enhancement Course (Note:- Student from same as well as other department may take any one SEC from pool of 2 credit courses of our university OR the SEC prepared by the department)</b>								
Total credits								18

**Practical – Sem I (Included in the 20 marks of each Subject)**

<b>MJ-CC 1</b>	Theories and Ideologies of Mass Communication	Seminar on Mass Communication related topics.
<b>MJ-CC 2</b>	Basics of Reporting and Editing	Field Visit to print media house and report submission
<b>MJ- DSE1</b>	Introduction to Television and Radio Journalism	Field Visit of radio /television production house and report submission.
<b>MJ -DSE 2</b>	Corporate PR	Field visit to PR office/agency/organisation and report submission
<b>MJ - SEC-1</b>	Media Management	Internship in print Media (15 days) (with prior permission and discussion with the HOD)

## Master of Journalism (MJ)

### Semester – II

Course Type & No.	Title of the Course	Examination Marks					Credits	Teaching Hours per week
		Maximum Marks	Minimum Passing Marks	Internal Marks	Minimum Passing Marks	Total Marks		
<b>MJ-CC 3</b>	Mass Media Research	80	40	20	10	100	4	4
<b>MJ-CC 4</b>	Global Communication	80	40	20	10	100	4	4
<b>CC-Core Compulsory Course (Theory +Practical) [Lectures &amp; Practical - Seminars, Assignments, Internship, Projects etc.]</b>								
<b>MJ-DSE 3</b>	Print Media Laws and Ethics	80	40	20	10	100	4	4
<b>MJ-DSE 4</b>	Basics of Advertising	80	40	20	10	100	4	4
<b>DSE - Discipline Specific Elective Course (Theory +Practical) Lectures &amp; practical – Seminars, Assignments, projects, visits etc</b>								
<b>REC-Project</b>	2 Lab Journals (English, Marathi)	-		-		200	8	8
<b>MJ - SEC-2</b>	Mobile Journalism	80	40	20	10	100	2	2
<b>SEC- Skill Enhancement Course (Note:- Student from same as well as other department may take any one SEC from pool of 2 credit courses of our university OR the SEC prepared by the department)</b>								
Total credits							26	

### **Practical : Sem- II ( Included in the 20 marks of each Subject)**

<b>MJ-CC 3</b>	Mass Media Research	Seminar on Communication research cases studies or related topics.
<b>MJ-CC 4</b>	Global Communication	Content Analysis of global media coverage ( Radio/ TV/ Newspaper/ Digital)
<b>MJ- DSE 3</b>	Print Media Laws and Ethics	2 case laws.
<b>MJ-DSE 4</b>	Basics of Advertising	Visit to advertising agency and submission of the report
<b>M J -RES-Project</b>	Lab Journal	Madhyam Vidya in English and Marathi
<b>MJ - SEC-2</b>	Mobile Journalism	Seminar on Digital Advertisements/ Digital news.

## **SEMESTER I**

### **MJ-CC 1 Theories and Ideologies of Mass Communication**

#### **Discipline Specific Core Course**

##### **Unit I**

Human Communication ,Communication Concepts, Types of Communication: Intrapersonal, Interpersonal and Group Communication, Importance of Verbal and Non-verbal Communication, Functions and Elements of Mass Communication.

##### **Unit II**

Nature and Process of Mass Communication, Definition of Mass Communication, origin, Media of Mass Communication, Characteristics of Mass communication, Mass communication audiences.

##### **Unit III**

Theory and Models of Communication: Four Theories of Press and Developmental and Democratic Participation Theory, Media Effects : Psychological and Sociological Communication Theories: Cognitive Dissonance, Selective ,Perception, Cultivation Theory, Gate-keeping Function, Agenda Setting - (McComb and Shaw) ,Communication Models- Aristotle, Lasswell's, Berlo's SMCR Model ,Shannon-Weaver Mathematical Model, Westley and MacLean's Conceptual Model, Newcomb's Model of Communication, George Gerbner's Model ,Schramm's Interactive Model, Ecological Model ,□ Dance's Helical Spiral model

##### **Unit IV**

Theory and Models of Mass Communication- Critical and Cultural Theories: Hegemony, Communication Order, Magic Bullet Theory , Two-Step Flow Theory , Multi-step Flow Theory , Uses and Gratification Theory. Diffusion Of Innovations. Post Cold War Models, Globalization, Indian Communication Theory. Mass Communication Models.

### **MJ CC-2 Basics of Reporting and Editing**

#### **Discipline Specific Core Course**

##### **Unit I**

Defining News, Elements of News, Changing Concepts of News Writing News-Structure of News-Inverted Pyramid , feature , Five W's (Who what, when, why, where) and one H (How) ,Writing Intro/Lead, Body, types of Intro/Lead ,Organizing the News Story: Angle,Attribution, Quote, Background & Context, Accuracy, Objectivity, Fairness and Balance ,Writing Headlines.News Paper Organizations –Function and Structure.

##### **Unit II**

Types of Reporting , Role and Importance of Sources, Interpretative Reporting and Descriptive Reporting, Investigative Reporting ,In-depth Reporting, Online Reporting, Sources of News ,Qualities of a good Reporter ,Changing Role of Reporters in media convergence, Reporting : Parliament, Politics, Court, Crime, Sports, Business, Science, Environment and Disasters etc.

##### **Unit III**



Editing ,Management of News flow: News flow on the desk from different sources, Copy Editing: Ensuring News value and other criteria ,Objectives of copy editing: Checking facts, language, style, clarity & simplicity ,Graphics and Cartoons, Relevant Photos and Captions and Graphics, Editing symbols, Various Editing Software's.

#### **Unit IV**

Types of Journalistic Writing , Feature- Idea, Process, Writing Style ,Opinion Writing: Editorial, Column Writing Side Article, Commentary ,In-depth Analysis and Research based Reports, Writing for News Magazines, Different editorial positions in newsroom and their roles and responsibilities.

### **MJ DSE 1 Introduction to Radio and Television Journalism**

#### **Discipline Elective Course**

#### **Unit I**

-Radio as a medium of Mass communication, Strengths and Shortcomings, History and Growth of Radio in India ,Types of -Radio Public service Broadcasting to Private Radio Broadcasting, Online Radio, Community Radio, Characteristics Structure and Management • Programming and Presentation Evaluation.

#### **Unit II**

Radio news reporting-skills of a radio news reporter: radio news sources, gathering news, giving voice-cast, phonos, anchoring and news reading skills- general awareness, presence of mind; clarity, diction, pronunciation; etc. Ownership Patterns , Radio Programming- Types of Radio Programs -Ideation, Planning and Production, Radio Formats. Radio Drama, Radio Feature, Radio Commentary, Radio Commercials, Live Broadcasting ,Prasarbharti Act Television programming –types of television programs.

#### **Unit III**

Television Broadcasting, Characteristics ,History of TV in India: SITE experiment, SITE to INSAT,growth of Indian Television- Regional Television ,Entry of Foreign Satellite TV in India, its impact on Indian Television industry, FDI in Television Industry.Public service broadcasting- Doordarshan-Challenges and future, Commercial TV broadcasting: Types of TV channels-News and Entertainment Channels and others, Economics of TV broadcasting, Code and Conduct for television and radio broadcasting, Cable resolution bill.

#### **Unit IV**

Television and radio broadcasting. Prasarbharti Act,FDI in Radio industry. Various platforms for broadcasting-DTH, Mobile TV, Web TV, Changing Television sets -LCD ,Plasma, Digital television, High definition,3D,LED TV Smart TV,OLED, Future of Television and Radio Broadcasting.

## **MJ DSE 2 Corporate PR**

### **Discipline Elective Course**

#### **Unit I**

Public Relations ,History, Concepts, Definitions and Development . PR in different sector, PR tools, PR publics.

#### **Unit II**

Corporate PR –term and definition,Corporate Image and Identity-Building a Distinct Corporate Image and Identity: Concepts, Variables and Process. Making of House Styles (Logo, Lettering and Process). House Journals. News Letters. Information Brochures. Annual Reports. Campaign, Event Management •

#### **Unit III**

PR Department/Agency Structure, Role and Functions ,Media Relation ,Writing for media Press Releases, Press Notes, Rejoinders etc , Corporate Social Responsibility: Concepts, Scope and Case Studies.

#### **Unit IV**

Corporate Governance, Laws and Ethical Issues in PR ,Professional bodies: PRSI,IPRA

## **MJ SEC 1 Media Management**

### **Skill Enhancement Course**

#### **Unit I**

Media Management-Definition, concept , Types of Media Management ,Media as an Industry in India, Characteristics of Media Industry ,Consolidation and Convergence, Ownership Patterns in India ,Media Management models , Entrepreneurship, Innovation and Small Business Management

#### **Unit II**

Print media management-Ownership patterns: - private , Media organizations and its importance- PCI , DAVP, INS, ILNA, BAARC,ASCI,ABC,RNI,PRSI,IFWJ,WAN, etc and other organization related to Mass Media. Various regulatory bodies for print, Radio TV, Advertising, PR, and digital media.

#### **Unit III**

Media Laws and Ethics- Defamation, Contempt of Courts Act 1971,Press and Registration of Books Act 1867, Working Journalists and other ,Newspaper Employees (Conditions of Service) and Miscellaneous Provisions Act 1955, Wage Boards; Indecent Representation of Women (Prohibition) Act 1986, Right to Information Act 2005, Copyright Act 1957.

#### **Unit IV**

Intellectual Property Rights, Cable Television Network (Regulation) Act 1995, Information Technology Act (relevant) 2000 and cyber laws, Cinematograph Act 1952, Film Censorship, Press Council Act as amended from time to time, IPR, ASCI, Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954,

## **Semester II**

### **Mass Media Research**

#### **MJ-CC 3 Discipline Specific Core Course**

##### **Unit I**

Definition of Research ,Types of Research, Concept and importance of Communication Research , Identification of Research Problems, hypotheses ,data collection, Research Designs – types of research design, classical, experimental and quasi experimental, variables.

##### **Unit II**

Development of Mass Media Research, Research in Print, Electronic media, Public Relations, advertising, cinema, Digital Media,television, Internet, social media ,Research and Gender and Media,

##### **Unit III**

Levels of measurement: sampling-probability and non-probability, tests of validity and reliability, scaling techniques. Methods and tools of data collection-interviews, surveys, case studies, obtrusive and non-obtrusive techniques, ethnography, schedule, questionnaire, dairy, and internet based tools, exit polls, opinion polls, surveys .

##### **Unit IV**

Data analysis, testing, interpretation, application of statistical tests-parametric and nonparametric, tests of variance-univariate, bivariate and multivariate, tests of significance, computer mediated research. Ethical considerations in mass media research, writing research reports, plagiarism.

## **Global Communication**

#### **MJ-CC 4 Discipline Specific Core Course**

##### **UNIT I**

Origin and Growth of Global Communication, Difference and Similarities in Global and International Communication, Right to communication, Universal declaration of Human rights. International News Flow – Imbalance – MacBride Commission's Report, Democratization Of Information Flow – Non-Aligned News Agencies News Pool – Its Working, Success, Failure. UNESCO's Efforts In Removal Imbalance in News Flow – ,Global Media Growth

##### **UNIT II**

Satellite Communication –Its Historical Background – Status – Progress – Effects --- International Telecommunication Union ( ITU) .Federal Communication Commission (FCC) National Communication Policy.

##### **UNIT III**

Issues In Global Communication –Imperialism – Criticisms; Violence Against Media Persons; -Effects Of Globalization on Media Systems And Their Functions; Global Media Ownership; International Intellectual Property Rights; International Media Institutions (IPI,WAN)And Professional Organizations; Code of Conduct, Violence Against Journalists.

##### **UNIT IV**

Global Culture Vs. Local Culture, Cultural Studies-Cultural Pollution, Global Communication From Eastern to Western World. Global media in Digital age

## **Print Journalism Laws and Ethics**

### **MJ-DSE 3 Discipline Specific Core Course**

#### **UNIT I**

Definition of Journalism , Concept of Journalism ,Journalism and Society ,Types of Journalism ,History and Development of Print media, Origin and development of Printing : Indian Printing press in Pre and post -independence period ,Emergency and press. Growth of Indian language Journalism –Some prominent Indian Language newspapers. New Trends in Print Journalism , Future of Newspaper Industry in India , News agencies and syndicates,

#### **Unit II**

Regulations of Indian Press-Press Commissions, Press Council of India, RNI, Indian Newspaper Society, Readership survey, Challenges before Indian Print Journalism. Indian Constitutional provision about Freedom of Expression, Right to Information Act. Supreme Court Judgments related to Article 19 Right to Information Act 2005: Right to know, Fundamental Rights and Duties.

#### **Unit III**

Press Laws -Defamation, Judiciary and Contempt of Court, Legislature and its Privileges, IPC and Cr. PC, Censorship and its different forms, Right to Privacy, Pressures on Media: Political, Corporate, social, religious, advertisers and lobbies, etc. Indecent Representation of Women (Prohibition) Act 1986, Copyright Act: Main features, issues, Books and Newspapers Registration Act, Working Journalists Act, Press Council Act and Role of PCI.

#### **Unit IV**

Media Ethics- Principles of Ethics: Role and Importance, Ethics of Journalism Journalistic ethics □ Journalists' Code of Conduct Dealing sensitively with women issues and other marginalized communities . Visual manipulation and ethics. New Challenges before Indian Journalism- Paid News, Fake News etc.

## **Basics of Advertising**

### **MJ DSE -4 Discipline Specific Elective Course**

#### **Unit I**

History of Advertising -Definitions, Objectives and Classification, Ad Agency structure, various departments and function, The Process of Advertising, Brand Management-Social and Economic Impact of Advertising, Concepts of Media Planning and Buying, Consumer behaviour and consumer psychology, Creativity in advertising, Advertising and marketing .

#### **Unit II**

Print advertising-newspaper, magazine, leaflets, hoardings, flex, billboards etc, Radio advertising-jingles, spots, sponsored programs, Television advertising-types of commercials, sponsored programs etc. Digital advertisement –pop up ads, scroll ads, flyers, hideout ads etc Social media advertisement.

### **Unit III**

Professional Bodies in Advertising – AAAI, ASCI, code of ethics etc. Laws and Ethical Issues in Advertising, Case studies on Controversial advertisement, Portrayal of women in advertisements, advertisement and children, research in advertising, Prominent advertisers and ad agencies in India. Examples of Award winning advertisements.

### **Unit IV**

Corporate advertisement types, importance and theme -Campaign Planning & Productions, Awards, magazines institutions and opportunities in Advertising.

### **Lab Journal** **MJ –RES Project**

The students shall bring out the individual issue online and/or offline (with their own expenditure) of the department lab Journal –Media Spectrum in English and Marathi under the department and with help of concerned teacher, during the second Semester. They will get marks at the end of the Semester. They should submit the soft copy of the issue on the University website after the approval of Head of the Department.

### **Mobile Journalism**

### **MJ SEC -2 Skill Enhancement Course**

#### **Unit I**

Mobile Journalism (MOJO)–Definition of Mobile Journalism, importance of mobile journalism in changing era, Mobile Generation ,the state of mobile, mobile influence on Journalism.

#### **Unit II**

Basic steps in Mobile Reporting, Mobile Journalism content, Mobile apps for reporting, audio and video mobile applications, advantages of Mobile Journalism, Impact of Mobile on Society.

#### **Unit III**

Planning-Scripting-Shooting-Editing-Publishing -Content Gathering for mobile journalism-news gathering, verification, editing etc, using technology and apps for content creation and editing, Platforms Of Media, Future of MoJo reporting, Mobile Regulation authorities –ITL, TRAI,MIB,AIMCR.,Ethics in Mobile Journalism, Citizen Journalism.

#### **Unit IV**

MoJo Apps, Various apps for photo shooting, photo editing-Adobe Photoshop Express ,Snapseed, Pics Art etc. Video shooting and video editing-Cinema FV-5, imovie, wevideo, kinemaster, pinnacle studio, Live streaming, New trends in MoJo Apps.

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