

 <p>Estd. 1962 "A" Accredited by NAAC(2021) With CGPA 3.52</p>	<p>SHIVAJI UNIVERSITY, KOLHAPUR - 416 004, MAHARASHTRA PHONE : EPABX – 2609000, www.unishivaji.ac.in, bos@unishivaji.ac.in शिवाजी विद्यापीठ, कोल्हापूर - ४१६ ००४, महाराष्ट्र दूरध्वनी - ईपीएबीएक्स - २६०९०००, अभ्यासमंडळे विभाग दूरध्वनी ०२३१-२६०९०९३/९४</p>	
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Ref.No. SUK/BOS/ 575

Date:02/08/2023

To,

The Head,
Department of Library Information Science.
Shivaji University, Kolhapur.

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

1)	Master of Journalism Part - II
2)	M.A. Mass Communication Part - II

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.



Revised Syllabus For

Master of Journalism [MJ]-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)

MJ- Semester III

Course Type & No.	Title of the Course	Examination Marks					Credits	Teaching Hours per week
		Max Marks	Minimum Passing Marks	Internal Marks	Minimum Passing Marks	Total Marks		
MJ CC 5	Communication for Development	80	40	20	10	100	4	4
MJ CC 6	Writing Skills for Corporate Public Relations	80	40	20	10	100	4	4
CC-Core Compulsory Course (Theory +Practical) [Lectures & Practical - Seminars, Assignments, Internship, Projects etc.]								
MJ DSE 5	Event Management and Media	80	40	20	10	100	4	4
MJ DSE 6	Film Studies	80	40	20	10	100	4	4
DSE - Discipline Specific Elective Course (Theory +Practical) Lectures & practical – Seminars, Assignments, projects, visits etc								
MJ SEC 3	Television Production Skills	80	40	20	10	100	2	2
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)								
Total Credits								18

Practical – MJ-Sem III (Included in the 20 marks of each Subject)

MJ CC 5	Communication for Development	Field visit report on to Development Project/NGO
MJ CC 6	Writing Skills for Corporate Public Relations	Preparing Press Release/Press note for Print/ Digital Media
MJ DSE 5	Event Management and Media	One Media Event Planning
MJ DSE 6	Film Studies	Writing two Film Reviews
MJ SEC 3	Television Production Skills	Production of Talk Show/ Interview/ News Bulletin

MJ CC 5

Communication for Development Communication

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 Behaviour Change Communication (SBCC)
approaches, Behaviour change theories and models, Social and Behaviour
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

MJ CC 6

Writing Skills for Corporate Public Relations

Unit I

Introduction to corporate public relations writing, Understanding the role of writing in corporate communication, 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

MJ DSE 5

Event Management and Media

Unit I

Introduction to Events, Objectives, definitions, understanding event cycle, uniqueness of event management, different types of events and their media implications, Online Event Management, Hybrid Event.

Unit II

Financing and Budgeting for events, Important points for planning an event. Crafting effective 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 and measuring media impact
Post-event follow-up and media relationship building

Unit IV

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

MJ DSE 6

Film Studies

Unit I

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

Unit II

Basics of film language and film elements, mise – en-scene & Realism Representation, Narrative Cinema & 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

MJ SEC 3

Introduction to Television Production Skills

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 Colour Temperature equipment's.

Unit III

Television production -Floor plans, pre-production planning, Production and Working into Video Lab. Audio – Microphones, Controls, aesthetics, Mir types. Operations & Placement. Production and schedules, Cues and commands, PCR production. Line producers, field producers and their role. The production process, The Run Down, Leads, Bunching, Kickers, Rhythm and Flow, Commercials and promo breaks Headlines, Panel Discussions and Talk Shows.

Unit IV

Directing News & Documentary & Short film, Process & Terminology & Technique. Editing News/Story/Documentary, Planning, Process & Terminology. Performance for TV/ hand up. Live and Recorded Television Programmes, Types of Television Programmes, production co-ordination-anchoring, directing and Management.

MJ- Semester IV

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		
MJ CC 7	Environment Health Communication	80	40	20	10	100	4	4
MJ CC 8	Gender and Media	80	40	20	10	100	4	4
CC-Core Compulsory Course (Theory +Practical) [Lectures & Practical - Seminars, Assignments, Internship, Projects etc.]								
MJ DSE 7	Intercultural Communication	80	40	20	10	100	4	4
MJ DSE 8	Digital and Data Journalism	80	40	20	10	100	4	4
DSE - Discipline Specific Elective Course (Theory +Practical) Lectures & practical – Seminars, Assignments, projects, visits etc								
MJ SEC 4	Dissertation	80	40	20	10	100	2	2
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)								
Total Credits								18

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

MJ CC 7	Environmental and Health Communication	One case study based on the Field visit
MJ CC 8	Gender and Media	Research paper on Gender and Media
MJ DSE 7	Intercultural Communication	Research report on Intercultural Communication
MJ DSE 8	Digital and Data Journalism	Creating web page
MJ SEC 4	Dissertation [written 80+20 Viva]	Research and Viva-voce

MJ CC 7

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

MJ CC 8

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

Women's Social Reforms, 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

MJ DSE 7

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 -Dwaitha – Adwaitha –Vishishtadwaitha , Chinese DaoTsu and Confucius and Shinto Buddhism and 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

MJ SEC 4

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