

**SHIVAJI UNIVERSITY, KOLHAPUR**  
**Draft Programme Circular No. 353 Exam of Oct./Nov., 2023**

**Course :** M.A Mass Communication & Journalism - old C.B.C.S. Pattern - Course Code (418)

**Part-I &II Sem- I to IV offline Exam to be held in Oct./Nov., 2023**

1. **INSTRUCTIONS - Common instruction as per - Circular No.:** S.U./On Exam/29, dated 01-02-2020, and Circular No. S.U./Appointment Section/RVC/465, dated 26-07-2023, also available on University Website : <http://www.unishivaji.ac.in/>

2. **Examination Place:** Department of Journalism & Mass Communication, Shivaji University, Kolhapur.

3. The Written Examination will be conducted in the following order

**M.A. Mass Communication & Journalism - Part I & II- Semester I to IV**

| <b>SEMESTER - I</b> |                   |                 |   |
|---------------------|-------------------|-----------------|---|
| <b>Day</b>          | <b>Date</b>       | <b>New code</b> | <b>Subject/Paper Name<br/>[Time 02.30 p.m. To 04.30 p.m.]</b> |
| Wednesday           | 25/10/2023        | 56325           | 1.Principles of Mass Communication.                           |
| Friday              | 27/10/2023        | 56326           | 2. Development of Media.                                      |
| Monday              | 30/10/2023        | 56327           | 3. Print Media - I (Reporting and Editing).                   |
| <b>Wednesday</b>    | <b>01/11/2023</b> | 56328           | 4. Electronic Media (Radio and Television)                    |
| <b>Friday</b>       | <b>03/11/2023</b> | 56329           | 5.Public Relations/Corporate Communication.                   |

| <b>Semester - II</b> |             |                 |   |
|----------------------|-------------|-----------------|---|
| <b>DAY</b>           | <b>DATE</b> | <b>Code No.</b> | <b>Subject/Paper Name<br/>[Time 10.30 a.m. To 12.30 p.m.]</b> |
| Monday               | 23/10/2023  | 56331           | 1. Communication Research                                     |
| Thursday             | 26/10/2023  | 56332           | 2. Media Law & Ethics.  |
| Saturday             | 28/10/2023  | 56333           | 3. . International Communication.                             |
| Tuesday              | 31/10/2023  | 56334           | 4. Media Management.  |
| Thursday             | 02/11/2023  | 56330           | 5. Development Communication                                  |

| <b>SEMESTER - III</b> |             |                 |   |
|-----------------------|-------------|-----------------|---|
| <b>DAY</b>            | <b>DATE</b> | <b>Code No.</b> | <b>Subject/Paper Name<br/>[Time 02.30 p.m. To 04.30 p.m.]</b> |
| Monday                | 23/10/2023  | 56335           | 1.Print Media II  |
| Thursday              | 26/10/2023  | 56336           | 2. Radio  |
| Saturday              | 28/10/2023  | 56337           | 3. Television   |
| Tuesday               | 31/10/2023  | 56338           | 4. Advertising  |
| Thursday              | 02/11/2023  | 56345           | 5.Woman and Media   |

| <b>Semester - IV</b>                |             |                 |   |
|-------------------------------------|-------------|-----------------|---|
| <b>DAY</b>                          | <b>DATE</b> | <b>Code No.</b> | <b>Subject/Paper Name<br/>[Time 10.30 a.m. To 12.30 p.m.]</b> |
| Wednesday                           | 25/10/2023  | 56341           | 1.Inter Cultural Communication                                |
| Friday                              | 27/10/2023  | 56343           | 2.(O)A-Environmental Communication                            |
| Monday                              | 30/10/2023  | 56340           | 4. New Media Applications                                     |
| <b>Dates will be declared later</b> |             | 56346           | 3. Dissertation   |

### **IMPORTANT**

In case of any query found in respective question paper, student shall communicate the same through principal / senior supervisor within 03 days from the date of concerned question paper to deputy Registrar, Appointment section, room no. 205, Exam building no.1, Shivaji University, Kolhapur-416004.

Sd/-  
Director

Board of Examinations and Evaluation

Other Exam 2  
Date: 03 -10-2023